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SB 445

New Rose "BETTER TIMES" ^{SB 445}

Originated with
THE JOSEPH H. HILL CO.

PLANT PATENT No. 23



1934

HILL FLORAL PRODUCTS CO.
Richmond, Indiana

Distributors for E. G. HILL CO.

JOS. H. HILL CO.

FRED H. LEMON CO.



*Awarded to BETTER TIMES at
International Flower Show, New York,
March 20-25, 1933*



*Awarded to BETTER TIMES at
National Flower Show, St. Louis,
March 25 to April 2, 1933*



*Awarded to BETTER TIMES at the
Philadelphia Flower Show, Philadelphia,
March 27, 1933*

*W*E TAKE PRIDE in announcing to our customers the dissemination of three outstanding varieties of Roses:

Better Times

PLANT PATENT No. 23

**Mrs. Franklin D.
Roosevelt**

PLANT PATENT No. 80

Token

PATENT APPLIED FOR



Hill Floral Products Co.

RICHMOND, INDIANA



*Awarded to BETTER TIMES at
International Flower Show, New York, and
Philadelphia Flower Show, 1933*

Hill's Quality Grafted ROSES



Mrs. Franklin D. Roosevelt. See page 2

ROSES for 1934

THIS YEAR we are privileged to offer to the trade for their consideration three new, exceptional Roses: One, a sport of Briarcliff, the favorite of the grower, namely Better Times; another the wonderful sport of Talisman, Mrs. Franklin D. Roosevelt, originated at the establishment of Frank Traendly, Rowayton, Conn.; and, lastly, Token, a fine seedling of The Montgomery Co., Inc., Hadley, Mass. They are all of meritorious quality and form a combination that cannot be surpassed in present-day Rose-culture.

BETTER TIMES

(Plant Patent No. 23, Jos. H. Hill Co.)

A cerise-pink sport of Briarcliff found on the Jos. H. Hill Co. range in January, 1931. It is thought so well of in Richmond that nearly one hundred thousand were planted here last spring. The foliage in size and texture is similar to its parent in every way. However, Better Times has proved to be a stronger grower than any of the other Columbia-type Roses. It characteristically produces long stems without pinching, which gives it a decided advantage over the Premier varieties. Because of this, and the fact that it is such an easy doer and is so resistant to the common diseases, we predict that Better Times will replace all dark pink varieties now being grown.

MRS. FRANKLIN D. ROOSEVELT

(Plant Patent No. 80, Traendly & Schenck)

Mrs. Franklin D. Roosevelt is the best yellow sport of Talisman yet produced. The bud is pointed and the color a golden yellow, with slight shadings of delicate apricot; open flower is a lasting yellow, intense in its coloring. It is borne on a strong stem and the plant is a free bloomer, producing good, salable flowers, singularly free from any tendency to produce "bull heads" or malformed buds.

TOKEN

(Plant Patent Applied for, The Montgomery Co., Inc.)

This new seedling Rose, resulting from Mme. Butterfly × Premier Supreme, is a single-toned orange color in the bud. As it opens it retains this glowing color in the inner petals, softening to a combination of peach-pink and orange in its outer petals. The flower is medium in size and fullness, borne on a short neck, with leaves close to the flower. Buds are uniform in size, color, and shape. They should be cut before the petals reflex. Token has proved to be an excellent shipper. The plants produce freely on uniformly heavy stems and require no special method of growing.

PRICES

The following prices and terms of sale govern the above varieties, Better Times, Mrs. Franklin D. Roosevelt, and Token.

GRAFTED PLANTS

\$35.00 per 100, \$350.00 per 1000,
in all quantities.

SCIONS

\$15.00 per 100, \$150.00 per 1000,
in all quantities.

CASH PAYMENT PLAN

A 6 per cent cash discount will be allowed on all orders when payment is made in full within 10 days from date of invoice.

DEFERRED PAYMENT PLAN

GRAFTED PLANTS

An agreement by which the purchaser agrees to pay 17½ cents per plant within 10 days from date of invoice; 10 cents per plant on or before January 10, 1935; and the balance of 7½ cents per plant on or before June 15, 1935.

SCIONS

An agreement by which the purchaser agrees to pay 7½ cents per scion within 10 days from date of invoice, and the balance of 7½ cents per scion on or before January 10, 1935.

NOTE.—Ten scions extra count will be allowed on every 100 to take care of ordinary losses in grafting.

Purchasers must sign agreement not to propagate stock of these varieties except for their own use on a royalty basis.

Second-Year Novelties

MARY HART

(Plant Patent No. 8, George B. Hart)

A good, clear red sport of Talisman, with stronger, heavier stems. This variety has wonderful keeping qualities and opens perfectly, even when cut tight. Its cultural requirements are identical with those of Talisman and Souvenir. To the many successful growers of Talisman we offer this as a worthy running mate.

SALES OF PLANTS AND SCIONS

Mary Hart is a patented variety, and plants and scions are subject to the restrictions granted by the Plant Patent Law. All sales must be covered by a license to purchase, as prepared by the owner and signed by the purchaser, before shipment will be made.

PRICES

GRAFTED PLANTS

- \$300.00 per 1000
- 275.00 per 1000 in lots of 2000 to 5000
- 250.00 per 1000 in lots of 5000 or more

SCIONS

- \$150.00 per 1000
- 135.00 per 1000 in lots of 5000 to 10,000
- 125.00 per 1000 in lots of 10,000 or more

YELLOW JOANNA HILL

(Plant Patent No. 22, White Bros. Rose Corp.)

A clear yellow sport of Joanna Hill almost identical with a perfect-colored Souvenir de Claudius Pernet. The bud is longer than Joanna Hill and very pointed. Every flower opens perfectly and contains 25 to 28 petals. A wonderful keeper and shipper. It produces long, straight, stiff stems without pinching and possesses all the good growing qualities of its parent, being just as prolific, with better foliage.

PRICES

GRAFTED PLANTS

- \$30.00 per 100
- 250.00 per 1000
- 240.00 per 1000 in lots of 5000
- 230.00 per 1000 in lots of 10,000

SCIONS

- \$10.00 per 100
- 90.00 per 1000
- 80.00 per 1000 in lots of 5000
- 75.00 per 1000 in lots of 10,000

Purchasers of Yellow Joanna Hill must sign agreement not to propagate stock unless 1000 or more plants or scions are purchased; then stock may be propagated for their own use only.

Other Patented Varieties

SOUVENIR

(Plant Patent No. 25, A. N. Pierson, Inc.)

A yellow sport of Talisman that has met with much success in the past two years. It is as productive as its parent and is an all-round easy doer. For the past two years plants of Souvenir have brought novelty prices. Now it can be purchased at a reduced figure. All sales must be covered by a contract agreement between A. N. Pierson, Inc., and the purchaser.

SENIOR

(Plant Patent No. 2, Frank Spanbauer)

Senior has proved to be the best red Rose on the market today. It is still among the leaders in production of blooms per plant. The shape of its bud and its manner of opening make it a good shipper, and its keeping qualities are unsurpassed. With us this Rose has entirely replaced Templar and has proved its ability in this respect.

PRICES

GRAFTED PLANTS

- \$30.00 per 100
- 250.00 per 1000
- 240.00 per 1000 in lots of 5000
- 230.00 per 1000 in lots of 10,000

SCIONS

- \$10.00 per 100
- 90.00 per 1000
- 80.00 per 1000 in lots of 5000
- 75.00 per 1000 in lots of 10,000

SOUVENIR. Purchasers agree that plants or scions of this variety are to be grown for cut-flowers only.
SENIOR. Purchasers must sign agreement not to propagate stock of Senior unless 1000 or more plants or scions are purchased; then stock may be propagated for their own use only.

Standard Varieties

We wish to announce that we will graft standard varieties only on advance orders. This is due to the fact that so much of our Manetti will be required for the three novelties that are being disseminated this year.

BRIARCLIFF

(Briarcliff Greenhouses)

After eight years this sport of Columbia still more than holds its own among commercial pink Roses. Easily grown and a fine producer, it is one of the best varieties for the retail grower.

DOUBLE WHITE KILLARNEY

(Budlong Rose Co.)

Still the best white Rose for forcing purposes. A limited planting of this Rose will be useful in almost any locality. Our grafting wood is taken from only the original Budlong strain.



BETTER TIMES. See page 2

HOLLYWOOD

(Scittine and Di Francesco)

An improved Premier Supreme, but brighter pink in color and a better grower. It has large, well-formed flowers and responds quickly after a crop has been cut.

JOANNA HILL

(Jos. H. Hill Co.)

This popular yellow Rose continues to meet all the demands of the trade. In one of our greenhouses this strong grower is producing for its fifth year, and has shown no signs of letting up. As a "bread-and-butter" variety it cannot be surpassed.

PREMIER SUPREME

(Zieger & Sons)

A dark pink Rose that took the place of Premier and Matchless. It is a free grower with large, high-centered flowers. A good producer.

SUNKIST

(E. G. Hill Co.)

A rich orange-copper sport of Joanna Hill with buds long and well shaped. Its habit of growth and disease-resistance are identical with the parent.

TALISMAN

(The Montgomery Co., Inc.)

A seedling of Ophelia and Souvenir de Claudius Pernet, it combines their beauty into a highly colored Rose of pure scarlet, gold, and old-rose. Grow it a few degrees cooler than the average Rose temperature and it will be among the leaders in your production list.

Prices of All Standard Varieties

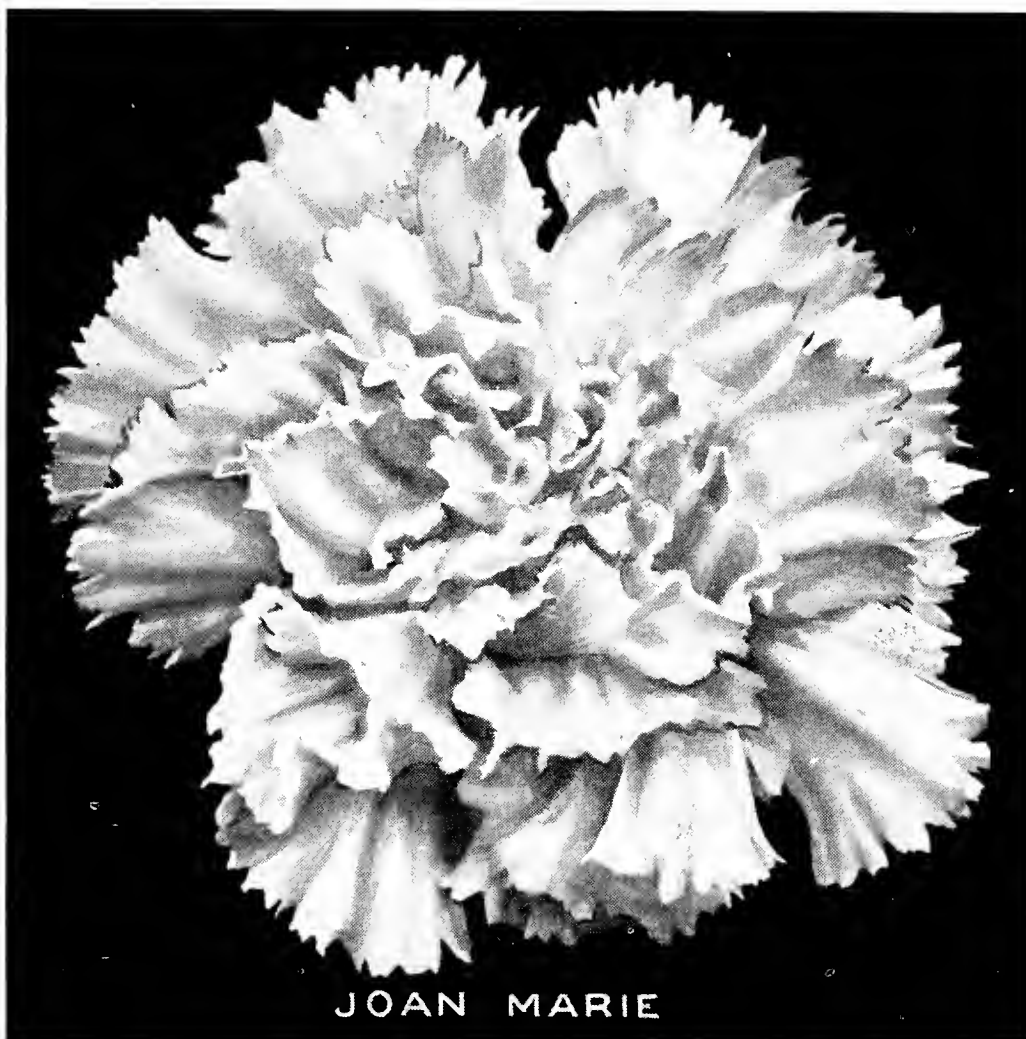
For strong, grafted plants out of 2½-inch pots

- \$0.50 per plant
- 20.00 per 100
- 180.00 per 1000
- 170.00 per 1000 in lots of 5000
- 160.00 per 1000 in lots of 10,000
- 25 plants at the 100 rate

There will be no packing charge in any quantity.

CARNATIONS

THE QUESTION as to whether or not the Carnation is coming back to its former place of popularity seems to be answered by the present demand of the trade for well-grown, long-keeping Carnations. We believe in the Carnation and take pride in growing good blooms of this flower from many sturdy varieties. We are taking cuttings for propagation from stock plants benched solely for this purpose. As a result, your orders are filled with clean, strong-rooted stock, ready to go as soon as you receive it. A list of the best standard varieties in their respective groups is offered here, in addition to three new Carnations of unusual merit.



1934 Introductions

JOAN MARIE

(Plant Patent No. 3, Florex Gardens)

We are pleased to have the opportunity of assisting the Florex Gardens in the dissemination of this sensational new white Carnation which was patented October 20, 1931. After a thorough three-year test on a commercial scale, we offer it to the trade as one of the finest white Carnations ever produced.

Joan Marie is of unusual size, averaging, from November 1 to June 20, between 4¼ and 5 inches across the flower. It is a pure white with large, full calyx. The flowers are borne on long, sturdy stems of unusual thickness, and the leaves are broad—not a grassy grower. It is easily propagated and resistant to stem-rot and Carnation blight. Its productiveness ranks with Pink Abundance.

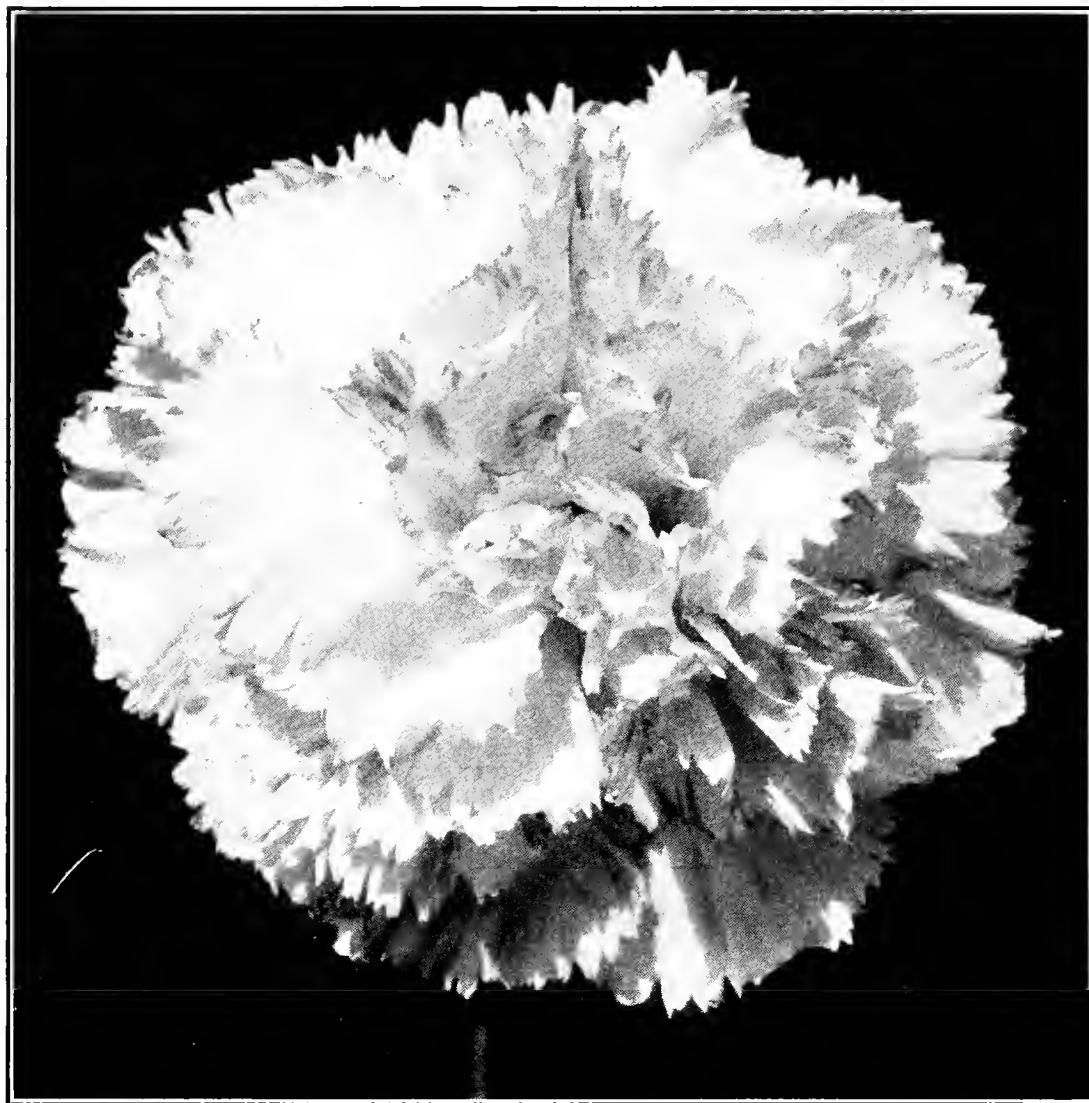
PRICE FOR ROOTED CUTTINGS

\$2.50 per doz.
\$12.50 per 100
\$100.00 per 1000

25 cuttings will not be sold at the 100 rate; 250 cuttings will not be sold at the 1000 rate

(We have a special folder on Joan Marie that we will be glad to send on request.)

1934 INTRODUCTIONS, continued



Chief Kokomo

CHIEF KOKOMO(Plant Patent No. 35,
Baur-Steinkamp & Co.)

This beautiful Carnation is a novelty of the highest order. It is two-colored—yellow ground with pink stripes. Yellow Carnations are interesting and always attract attention. This variety has unusual keeping qualities, propagates easily, and grows vigorously. The retailer will welcome this novelty.

**LIGHT PINK
ABUNDANCE**(Plant Patent No. 56,
Baur-Steinkamp & Co.)

You know what Pink Abundance is; therefore it will be easy to visualize this Carnation when we tell you it is a Daybreak-colored sport from that money-making variety. We predict that Light Pink Abundance will become as famous as its parent.

PRICES FOR ROOTED CUTTINGS OF BOTH THE ABOVE-NAMED VARIETIES

\$12.00 per 100

\$100.00 per 1000

250 cuttings at the 1000 rate

(Privilege granted purchasers to propagate for their own use. Rooted cuttings are now ready for immediate shipment.)

A Patented Variety of Third-Year Dissemination**MY LOVE**

(Plant Patent No. 37, The William Sim Carnation Co., Inc.)

A dark pink Carnation with serrated petals. Because of its productiveness, we increased our planting of it last year. It can be packed and shipped long distances without any traces of bruising.

PRICES FOR ROOTED CUTTINGS

\$12.00 per 100

\$100.00 per 1000

250 cuttings at the 1000 rate

(Privilege granted purchasers to propagate for their own use at no extra cost. No plants or cuttings sold for less than \$100.00 per 1000, 50 per cent of which shall be paid The William Sim Carnation Co., Inc.)

Standard Varieties

Our list contains 10 varieties that we feel are the ones you will want to plant. Each one has proved its worth with us. We are ready to accept your order and assure you the best of rooted cuttings.

BOSTON WARD

This dark pink Carnation, which is an improvement over Mrs. C. W. Ward, continues to show good returns. Although not quite so productive as Pink Abundance, it produces exceptionally fine flowers and we recommend it highly.

EARLY DAWN

This is a yellow variegated variety with pink stripes. It grows into a large, bushy plant and is very prolific, doing well in early fall and late spring as well as through the winter months.

IVORY

A white Carnation with serrated petals that add much to its individuality. It is very fragrant and produces well. The stems are not heavy but well able to support the flower.

LADDIE

Here is the old favorite, Laddie, back in our list again. This salmon-pink Carnation is still as popular as ever, and you should re-acquaint your benches with it. The flowers average 3½ inches in diameter when it is at the proper stage for cutting, and it develops to 4½ inches in winter.

PATRICIAN

A large pure white flower recommended by us without reservations. It has all the good qualities that a Carnation needs to make it worth while growing.

PINK ABUNDANCE

Perhaps the most widely grown Carnation we have today. Its wonderful freedom and general all-round excellence make it a favorite with both the grower and the retailer. Its medium pink color is always uniform and bright.

SATELLITE

A fine all-season scarlet Carnation, introduced last year, which has lived up to our expectations. It produces freely when the demand for red Carnations is greatest. Has a large, full calyx and does not split.

SPECTRUM SUPREME

An improved sport of the well-known Carnation, Spectrum. It is larger flowered and a heavier grower. A beautiful red to add to your planting-list. Be sure to include this variety.

WILDFIRE

A very well-named variety coming from Dorner of Lafayette, Ind. It produces a large flower, rich scarlet in color. We are in a position to supply cuttings of this in quantity.

WOBURN

Here is a Carnation that is somewhat out of the ordinary line. The large maroon flower, carried on a long, stiff stem, fills the space calling for a crimson type. The calyx is unusually ample and splits are unknown in this variety.

Prices for Rooted Cuttings

	100	1000		100	1000
Boston Ward	\$5 00	\$40 00	Pink Abundance	\$4 00	\$35 00
Early Dawn	5 00	40 00	Satellite	8 00	75 00
Ivory	4 00	35 00	Spectrum Supreme	4 00	35 00
Laddie	8 00	75 00	Wildfire	6 00	50 00
Patrician	6 00	50 00	Woburn	8 00	75 00

25 cuttings of a variety at the 100 rate
250 cuttings of a variety at the 1000 rate



MRS. FRANKLIN DELANO ROOSEVELT. See page 9

Chrysanthemums for 1934

WE HAVE endeavored this year, as never before, to add to our already extensive list of Chrysanthemums such varieties as will cover the every need of the grower. A careful examination of the exhibits at the National Show of the Chrysanthemum Society of America at Washington, D. C., last fall enabled us to select the worth-while varieties and stock them so we would be in a position to supply our customers with the best.

We take our cuttings from field-grown plants, assuring you strong and healthy stock. They are clean and free from midge—this we guarantee you.

The information that we print concerning date for “taking the bud” and benching is as accurate as we can give. Seasonal weather conditions and a difference in locality will make some difference in rare cases, but the recommendations as given are an excellent guide. Our Chrysanthemum Department is anxious to assist you, if it is able, in any matter concerning the growing or choice of varieties that might arise with you.

MRS. FRANKLIN DELANO ROOSEVELT

1934 Introduction of V. R. DePetris

An incurved variety of extremely large size and wonderful substance. In color it is a beautiful shade of Souvenir de Claudius Pernet yellow, shading to deep gold toward center. It matures about November 10 to 15. The plant is a tall, vigorous grower, and for this reason crown-buds should be reserved about August 25, to avoid tall stems.

Choice Exhibition Varieties

Please refer to alphabetical list for prices. See page 15

Alice Benson. A big, splendid, incurving white flower of satiny texture. Stiff stem; perfect foliage. A number of growers now prefer it to William Turner. Take second crown-bud. Blooms November 1.

Dr. J. M. Inglis. Rich wine-purple-amaranth with a silver reverse. The petals are loosely incurved and this variety is in every way a great improvement over Earl Kitchener.

Ellen Mackay. Souvenir de Claudius Pernet or clear yellow in color. A magnificent variety with each individual petal 1¼ inches across. The flower is 9 inches deep and 9 inches across, making a perfect specimen.

Golden Majestic. Sport of Majestic. A huge sphere of shining gold without a trace of bronze. Perfect in form and unsurpassed by any variety of its type. A real beauty. Take bud August 15. Blooms late November.

Louisa Pockett. Pure white; enormous. One of the largest varieties. A sure winner. Take bud August 30. Blooms November 5.

Majestic. Enormous, rounded bloom of perfect form and shining golden orange color, shading to rosy bronze. Easy grower. One of the finest exhibition sorts. Also a good commercial. Take bud August 15. Blooms November 1.

Marian H. Uffinger. The bloom is reflexed in appearance but the tips of the individual petals are incurved, showing the gold reverse in a very distinctive manner. Colors, dazzling bronze, crimson, and gold. A splendid variety. Take bud August 20 to 25. Blooms November 10.

Mrs. B. D. Spillman. An apricot-orange variety that is accepted by all as a first-class exhibition flower. The rich color and graceful, reflexing petals are very impressive. Height 4 to 5 feet. Take bud August 20. Blooms November 1.

Mrs. E. Kershaw. Golden bronze, with light lining to the petals, which are of great breadth. Perfect in form. Tremendous growth of foliage and stem. A stunning, showy variety. Take bud August 15. Blooms November 1.

Red Majestic. A bronzy red sport of the popular Majestic which comes to us from England highly recommended. It resembles the parent plant in all respects except color and will doubtless enjoy a record sale. Take first bud after August 25. Blooms November 1.

The Melba. A lemon-yellow sport from Louisa Pockett, and greatly resembling Yellow Pockett in all respects except that it is lighter in color and much dwarfer in habit. Take bud August 20. Blooms November 1.

Thomas W. Pockett. The name "Pockett" assures the quality, and this is extra select, a lovely clear pink with tips of petals incurved. Growth, foliage, and stem are the best of the "Pockett" type. Of enormous size. Take bud late August. Blooms November 5.

Vermont. Magnificent pink of a lovely bright shade. Enormous flowers of incurved type. One of the best pinks for exhibition purposes. A tall grower. Take bud August 1 to 15. Blooms early November.

William Turner. A perfect ball of the purest possible white. Decidedly incurved and of fine form. A strong grower with clean foliage. Take bud August 30. Blooms November 5.

Yellow Pockett. A fine counterpart of Louisa Pockett, except in color. An absolute necessity in the exhibition collection. A wonderful yellow. Take bud late August. Blooms early November.

SPECIAL OFFER OF EXHIBITION VARIETIES

Both the large and small growers, and especially the retail grower, should have greater or less amounts of exhibition varieties. The display on your benches of these magnificent blooms will be the best incentive to bring customers to your establishment that you could have. They will remember the sight and where they saw it throughout the year. To enable you to have a selection from our exhibition varieties we are offering again:

Ten Each of 10 Exhibition Varieties for \$7.50

This Collection will be our selection and will be carefully chosen as to color and type from all our exhibition varieties

Standard Varieties

COMMERCIAL AND EXHIBITION

First date indicates time to bud; last date, blooming time. Please refer to page 15 for prices.

Varieties preceded by a star (*) are of exceptional merit

***AMBASSADOR.** We consider this fine white in a class by itself. The bloom is large and of fine texture, borne on strong stem with perfect foliage. Aug. 20; Oct. 20.

CARRIE BEINECKE. (Exhibition.) Type of Majestic. A fine grower. Color a warm bronze. Stem and foliage just right to carry the big, handsome bloom. Aug. 20; early Nov.

CELESTRA. Globular; golden yellow; stem rigid. Tall from early planting. Beautiful foliage. Very valuable early. Sept. 10; Oct. 15.

CHIEFTAIN IMPROVED. Commercial pink; round and smooth as a pearl in finish. Ours is a selected strain of deeper tone of pink. Aug. 30; Nov. 10.

***DETROIT NEWS.** Choice bronze, golden reverse. Has remarkable keeping qualities. Opens in globe form and gradually reflexes, showing the bronze tone. Aug. 30; Oct. 25.

FAVORITE. Glistening snow-white; beautifully rounded. Comes in a trifle before Timothy Eaton finishes. Good stem. Nice foliage. An easy variety to grow. Sept. 5; Nov. 15.

FRIENDLY RIVAL. An exceptional yellow. Very popular variety. Sept. 15; Nov. 15.

***GARNET KING.** (Exhibition.) A perfect, reflexed bloom, smooth and velvety; shows no reverse. Beautiful tone of garnet. The finest of its color to date. Sept. 20; Nov. 15.

***GLADYS PEARSON.** The standard bronze for Thanksgiving. A brilliant combination of buff-apricot and orange; beautiful incurved form. Sept. 30; Nov. 20.

GOLD LODGE. A golden yellow seedling of Comoleta but twice as large and 10 days earlier. A valuable early commercial; also good for pot-culture. Aug. 25; Oct. 10.

GOLDEN CELEBRATION. Descendant of Timothy Eaton through its sport, Yellow Eaton, and as vigorous as its forebears. A bright golden yellow, exceptionally fine Thanksgiving variety. Sept. 10; Nov. 20.

GOLDEN GLORY. A perfect commercial in every point. Flower full, big, of globular form, smooth finish, and shining gold color. Height 4 feet. Sept. 5; Nov. 1.

***HILDA H. BERGEN.** A deep rich mahogany-bronze. We strongly recommend it as being excellent in type, quality, and productiveness. Can be grown with three or four flowers. Aug. 10; Oct. 25.

HONEYDEW. (Exhibition and Commercial.) Canary-yellow of shining, satin-like finish; large, round, and smooth. Height 3½ feet. Strong stem. One of the best. Sept. 20; Nov. 5.

INDIANOLA. Another early commercial. A wonderfully beautiful combination of old-gold and bronze, with handsome foliage. Aug. 25; Oct. 5.



Josephine Lawler

JOHN R. BOOTH. (Exhibition.) A pure golden sport from Nag-ir-Roc, with lower petals falling downward in slender curls. The earliest "Big One." Aug. 15; Oct. 15.

JOHN S. BUSH. (Exhibition.) Seedling from Louisa Pockett, having all the good traits of the family in size and make-up. Pure white from early buds;—soft lavender from later buds. Aug. 15; Oct. 15.

***JOSEPHINE LAWLER.** Comes in before Rose Delight. A perfect early pink of a tone always in demand. Very popular. Take any bud; Oct. 20.

***LUSTRE.** Extra-fine early pink with lavender shadings. Bench in early June. As blooms mature they will need shading to prevent them from bleaching. Aug. 25; Oct. 8.

MISS MILLICENT ROGERS. (Exhibition.) A sport of Nag-ir-Roc. Bronzy pink with golden shadings—color of a Mme. Butterfly rose; curling, reflexing petals. Aug. 25; Oct. 20.

MISS RITA MITCHELL. (Exhibition.) Salmon-bronze with fawn reverse—very striking in color. Enormous in size. Unique for exhibition. Aug. 25; Nov. 5.

STANDARD VARIETIES, continued

***MONUMENT.** A good white to follow Snow White. An excellent shipper and all-round substantial variety. Sept. 10; Nov. 10.

MRS. H. E. KIDDER. An exceedingly early bright yellow. Very stiff, upright stem. Grows 4 feet high from June planting. We recommend this variety. Aug. 25; Oct. 15.

MRS. JULES LEEDS. (Exhibition.) Blood-red; petals immense. A wonderful novelty. This is different and startling. A most striking variety. Aug. 25; Nov. 10.

MRS. NELLIE T. ROSS. Like Bonnaillon, but later. Grandly rounded and full; perfect in form; color clear yellow. A wonderful keeper; has no superior for its date. Early Oct.; late Nov.

MRS. R. M. CALKINS. One of the best commercial yellow varieties on the market. A good keeper and shipper. Sept. 20; Nov. 25.

MRS. WOODROW WILSON. (Exhibition.) A magnificent, snow-white variety. Wonderful for its date. Aug. 15; Oct. 15.

NERISSA. (Exhibition.) Rosy lavender, grand in size, and beautifully incurved; big and globular. Sept. 5; Nov. 5.

NIAGARA. (Exhibition.) Immense, snow-white blooms with very long petals and of rounded, massive form. Good foliage; stiff stem. Aug. 15; Nov. 5.

***OLD ROSE.** Fine shade of deep pink which it holds unusually well. Comes equally well from late crown or terminal bud, the crown-bud opening a few days earlier. A good early November pink. Sept. 1; Nov. 1.

QUAKER MAID. A large, glistening white variety of extra value as it is ready to cut the first week in October. Straight stem and good foliage. Aug. 20; Oct. 7.

ROSANDA. (Exhibition.) Color, old-rose; outer petals reflexing; center incurved. A fine large sort of very easy culture. Sept. 10; Nov. 1.

***SILVER SHEEN.** A splendid early white commercial variety. Good keeper and shipper. Aug. 25; Oct. 25.

***SNOW WHITE.** Fine early white following Silver Sheen. Easy to do. The rounded, incurved form makes it a perfect shipper. Aug. 25; Nov. 1.

***SUN GLOW.** A brilliant yellow of Bonnaillon type but larger; very smooth incurved. Absolutely unsurpassed as a commercial and one of the most handsome. The best early yellow filling the need for this date. Aug. 15; Oct. 20.

SUN GOLD. The brightest yellow; perfect in form. It is almost faultless. Fine for Thanksgiving and later. Sept. 30; Nov. 28.

TEKONSHA. Grand large-flowering bronze for Thanksgiving. A valuable color for this date. Aug. 18; Nov. 20.

***THANKSGIVING PINK.** A color needed for variety among the numerous whites and yellows of this late date. Do not bench before June 15, then use terminal bud. Splendid pot variety. Nov. 25.

TIMOTHY EATON. Absolutely white. Can be spaced 6 by 8 inches. Late cuttings give fine, substantial flowers for Thanksgiving. Sept. 10; Nov. 10.

WHITE CHIEFTAIN. White sport of Chieftain. The smoothest, roundest of them all. Sept. 10; Nov. 10.

WHITE DISTINCTION. A pure white sport from Distinction, which it resembles in every way except color. A fine commercial white. Take terminal; Nov. 25.

***WHITTIER.** Similar to Richmond. A golden yellow sphere of very fine finish. Stem and foliage allow close planting. Terminal Sept. 10; Nov. 10.

W. H. WAITE. (Exhibition.) A magnificent scarlet and gold. One of the most brilliant. Aug. 25; Nov. 5.

WOOLF'S PINK. An unusually valuable commercial. Will pay to plant in quantity. Perfect in form and clearness of color and unusually welcome about October 10. Plant in May. Aug. 20; Oct. 10.

YELLOW CHIEFTAIN. Of fine form, like the other members of the Chieftain family. It is lemon-yellow in color. An invaluable commercial variety. Aug. 30; Oct. 25.

YELLOW MONUMENT. This is a yellow sport of Monument which we obtained from Carl Engelmann of Saffron Walden, England. Straw-yellow in color, with all the good points of Monument, including its unusually fine keeping qualities. Sept. 10; Nov. 10.

YELLOW TURNER. (Exhibition.) The yellow sport from Turner. A necessity in a collection where blooms for exhibition are being grown. Aug. 30; Nov. 5.

Special Chrysanthemum Offer for 1934

In keeping with the times, we will supply a collection of 1000 or more cuttings, 100 each of 10 standard varieties, our selection, chosen according to colors and blooming-dates (from early to late) at a special price of \$20.00 per 1000. This is an unusual offer, as the Collection will contain some of our higher priced varieties.



Snow White

POMPONS



The Bristolite

The Pompons are still in much demand by the public, and yield as much per square foot of bench-space as the other types of Chrysanthemums. We have in our list varieties in every color that will give you a succession of bloom from the earliest up to December. Below are descriptions of them, and you may find their blooming-date by referring to the table of Pompon varieties on page 13.

THE BRISTOLITE

*A 1934 Pompon
of the Bristol Nurseries, Inc.,
Bristol, Conn.*

A quality Pompon of rich Indian yellow with more intense cadmium-yellow tones in the center. The flowers are large, $2\frac{1}{4}$ inches across, of fine deep form, and are carried several to a spray, each flower standing out clearly. The growth is remarkably sturdy and erect, averaging about 4 feet in height. It produces well and is ready to cut from November 20 on. The bloom has a quality appearance that commands top prices on the Thanksgiving market.

Winner of the C. S. A. Silver Cup for best seedling Pompon Chrysanthemum at Washington, D. C., November, 1933.

AMOS. Large Pompon. A splendid bronze of the autumn-foliage type.

BETTY WATKINS. Large Pompon. The flowers are golden bronze, $1\frac{1}{2}$ inches in diameter, and carried well upon strong, sturdy stems.

BOKHARA. Large Pompon. One of our favorites. Dark bronze.

BRONZE QUEEN. Button type. A darker bronze than Hilda Canning.

BRONZETTA. Button type. Similar to New York, but smaller and a little lighter in color.

CAPT. COOK. Large Pompon. A lovely shade of rose-pink, free from lavender tones.

CHICAGO PEARL. Large Pompon. Considered one of the best of all white Pompons. The sprays are large and the flowers carried well apart.

CHRISTMAS GOLD. Small Button type. Very bright yellow. Quite productive. Early December.

CLARA JAMESON IMPROVED. Button type. A deep, vivid color of bronze and scarlet.

CORA PECK BUHL. Large Pompon. An intense shade of yellow, somewhat brighter than Sun Glow of the larger-flowering Mums. Very popular.

DOROTHY TURNER. Large Pompon. A combination of bronze and old-gold. An upright grower of medium height.

DREAM. Large Pompon. Fine pink for a time when it is needed, Thanksgiving. Medium height.

ETHEL. Button type. A splendid bright red miniature Pompon.

FIREBIRD. Large Pompon. Best early red we have; color very bright. Strong, upright grower and productive.

HILDA CANNING. Button type. Brilliant reddish bronze.

IDA IMPROVED. Button type. Easily the best early yellow.

IRENE. Button type. Pure white blooms 1 to $1\frac{1}{4}$ inches in diameter. Upright, wiry stem.

JEWEL. Large Button type. A good outdoor cut-flower variety. Pleasing shade of rose-pink.

POMPON VARIETIES, continued

- LEGAL TENDER.** Large Pompon. Upright grower, needing minimum support. Wonderful combination of bronze and gold.
- LEILAH.** Large Pompon. An early rose-pink, always in heavy demand. Very popular.
- *LILLIAN DOTY.** Large Pompon. A fine pink. One of the best to disbud.
- LOIS.** Button type. A golden yellow sport of Bronzetta. A free, clean grower and very prolific.
- MARY L. HALL.** Clear, rich yellow. Tall. Very fine.
- MRS. NELLIE KLERIS.** Large Pompon. A good second-early pink.
- *MUSKOKA.** Large Pompon. Golden bronze and mahogany. Disbud to 6 to 10 flowers to a plant. A great keeper. We highly recommend it.
- NEW YORK.** Button type. Handsome golden bronze. One of the best.
- PINK DOT.** Large Pompon. Wonderful color combination—white with deep pink center.
- RODELL.** Button type. Very useful as a second-early yellow.
- *ROSE CHARM.** Large Pompon. Should be grown in quantity and disbudded. Lovely in form and color. Stiff stems.
- SEA GULL.** Large Pompon. Sprays are more open than White Doty, which it resembles somewhat. The lateral stems are stiff, causing each bloom to stand out individually. Bunches well.
- SILVER TIPS.** Large Pompon. One of our best bright pinks. Makes fine sprays.
- *UNALGA.** Large Pompon. An intense yellow, brighter than Christmas Gold. May be grown naturally to sprays or disbudded.
- USONA.** Large Pompon. Bright pink blooms 2½ inches in diameter. Very productive.
- UVALDA.** Large Pompon. Extra-fine very early white.
- VARSITY.** Button type. One of the larger of this type and a fine producer. Deep gold.
- *WHITE DOTY.** Large Pompon. Pure white sport from Lillian Doty and identical in every respect except color. Generally disbudded but does equally as well as a spray.
- YELLOW DOT.** (Jablonsky.) Large Pompon. Yellow sport of Pink Dot introduced last year.
- *YELLOW DOTY.** Large Pompon. Another that is generally disbudded but also is fine grown as a spray. Similar in every way except color to the other Dotys.
- YELLOW FELLOW.** Large Pompon. Deep, clear yellow. One of the best of the later varieties.

*Fine grown as disbuds.

TABLE OF COMMERCIAL AND POMPON VARIETIES

	WHITE		YELLOW		PINK		BRONZE AND RED	
OCTOBER								
POMPONS	Irene Uvalda Sea Gull	Oct. 20 Oct. 20 Oct. 25	Ida Improved Rodell Cora Peck Buhl	Oct. 15 Oct. 20 Oct. 25	Jewel Leilah Captain Cook Pink Dot	Oct. 15 Oct. 15 Oct. 20 Oct. 25	Clara Jameson Improved Ethel Firebird Bronze Queen Bokhara	Oct. 10 Oct. 20 Oct. 20 Oct. 25 Oct. 25
COMMERCIALS	Quaker Maid Ambassador Silver Sheen	Oct. 7 Oct. 20 Oct. 25	Gold Lode Mrs. H. E. Kidder Celestra Sun Glow Yellow Chieftain	Oct. 10 Oct. 15 Oct. 15 Oct. 20 Oct. 25	Lustre Woolf's Pink Josephine Lawler	Oct. 8 Oct. 10 Oct. 20	Indianola Hilda H. Bergen Detroit News	Oct. 5 Oct. 25 Oct. 25
NOVEMBER 1-20								
POMPONS	White Doty	Nov. 1	Mary L. Hall Yellow Dot Yellow Doty Varsity Yellow Fellow Lois	Nov. 1 Nov. 1 Nov. 5 Nov. 10 Nov. 15 Nov. 15	Lillian Doty Mrs. Nellie Kleris Rose Charm Silver Tips	Nov. 1 Nov. 1 Nov. 1 Nov. 15	Muskoka Amos New York Hilda Canning Bronzetta	Nov. 10 Nov. 10 Nov. 10 Nov. 15 Nov. 20
COMMERCIALS	Snow White William Turner White Chieftain Monument Timothy Eaton Favorite	Nov. 1 Nov. 5 Nov. 10 Nov. 10 Nov. 10 Nov. 15	Golden Glory Honeydew Whittier Yellow Monument Friendly Rival	Nov. 1 Nov. 5 Nov. 10 Nov. 10 Nov. 10 Nov. 15	Old Rose Thomas W. Pockett Chieftain Improved	Nov. 1 Nov. 5 Nov. 10	W. H. Waite Mrs. Jules Leeds Garnet King	Nov. 5 Nov. 10 Nov. 15
THANKSGIVING								
POMPONS	Chicago Pearl	Nov. 20	Unalga	Nov. 25	Dream Usona	Nov. 25 Nov. 25	The Bristolite Legal Tender Betty Watkins Dorothy Turner	Nov. 20 Nov. 25 Nov. 25 Nov. 25
COMMERCIALS	White Distinction	Nov. 25	Golden Celebration Mrs. R. M. Calkins Mrs. Nellie T. Ross Sun Gold	Nov. 20 Nov. 25 Nov. 25 Nov. 25 Nov. 28	Thanksgiving Pink	Nov. 25	Gladys Pearson Tekonsha	Nov. 20 Nov. 20

Singles and Anemones

WILL ADD INTEREST AND VARIETY TO YOUR COLLECTION

SINGLES

MRS. WILLIAM BUCKINGHAM. This variety has been tried for years and, in our opinion, remains today the peer of all the single pinks. It is a lovely shade of rosy pink, and the retailer will find it most valuable. It flowers around the first week in November.

BRONZE BUCKINGHAM. A beautiful bronze sport of Mrs. William Buckingham. Its habit of growth and blooming period are similar to its parent. We recommend it highly. A variety usually in heavy demand for baskets and vase arrangements.

ANEMONES

BETTY ROSE. A large-flowered Anemone suitable for disbudding, maturing October 25. Color an even shade of deep lavender-pink throughout, with full rounded cushion.

CRIMSON GLOW. Late crimson-maroon which should be disbudded for best results. Easily grown variety with excellent stem and foliage. Matures November 25 and later.

GARZA SUPREME. This improved form of Garza is a valuable addition to the list of Anemones. It is pure white, graceful in habit, but, most important, it comes into bloom in December and can be held over into January. Exceedingly valuable for the retail grower. A wonderful keeper.

MELBA. In color it is an intense red, the reverse petals being gold. This is, perhaps, the brightest color ever produced in a Chrysanthemum maturing November 1 and later, and should be disbudded for best results.

MRS. ALFRED G. WILSON. A pure white, very free in growth and bloom. Requires very little disbudding. Blooms November 5.

NORMA. Large-flowering, orchid-pink Anemone with golden pink cushion, making a very striking combination. Individual flowers average 4 to 5 inches across. Matures November 25 to December 1.

ROLINDA. A new bronzy Anemone introduced last year by DePetris. Not a large flower, but very prolific. Can be grown in nicely arranged sprays without disbudding. Matures November 25 to December 1.

SUSANNE MILLER. Golden yellow sport of Norma and similar to its parent in every other way.

YELLOW GARZA. Another improved form of Garza with the same habits of growth and blooming-date.



Ohio State

Good Pot-Plants

Butler's Caprice. Deep pink.

Crimson Glow. Crimson-maroon.

Gold Lode. Golden yellow.

Kathleen Thompson. Crimson.

Lilac Caprice. Deep violet.

Melba. Red petals, with golden reverse.

Ohio State. Clear yellow. Dwarf Anemone.

Purple Caprice. Royal purple.

Rolinda. Bronze-orange.

Source d'Or (Lizzie Adcock). Tawny bronze.

Thanksgiving Pink. Pink.

Yellow Caprice. Golden yellow.

Index and Price-List of Chrysanthemums

ROOTED CUTTINGS FOR 1934

	100	1000		100	1000
Alice Benson	\$8 00	\$75 00	Jewel	\$3 00	\$25 00
Ambassador	6 00	50 00	John R. Booth	8 00	75 00
Amos	3 00	25 00	John S. Bush	8 00	75 00
Betty Rose	6 00	50 00	Josephine Lawler	3 00	25 00
Betty Watkins	3 00	25 00	Kathleen Thompson	3 00	25 00
Bokhara	3 00	25 00	Legal Tender	3 00	25 00
Bronze Buckingham	3 00	25 00	Leilah	3 00	25 00
Bronze Queen	3 00	25 00	Lilac Caprice	3 00	25 00
Bronzetta	3 00	25 00	Lillian Doty	3 00	25 00
Butler's Caprice	3 00	25 00	Lizzie Adcock	3 00	25 00
Captain Cook	3 00	25 00	Lois	3 00	25 00
Carrie Beinecke	6 00	50 00	Louisa Pockett	8 00	75 00
Celestra	3 00	25 00	Lustre	3 00	25 00
Chicago Pearl	3 00	25 00	Majestic	6 00	50 00
Chieftain Improved	3 00	25 00	Marian H. Uffinger	8 00	75 00
Christmas Gold	3 00	25 00	Mary L. Hall	6 00	50 00
Clara Jameson Improved	3 00	25 00	Melba	3 00	25 00
Cora Peck Buhl	3 00	25 00	Miss Millicent Rogers	8 00	75 00
Crimson Glow	4 00	35 00	Miss Rita Mitchell	8 00	75 00
Detroit News	3 00	25 00	Monument	3 00	25 00
Dorothy Turner	3 00	25 00	Mrs. Alfred G. Wilson	3 00	25 00
Dr. J. M. Inglis	10 00		Mrs. B. D. Spillman	10 00	
Dream	3 00	25 00	Mrs. E. Kershaw	8 00	75 00
Ellen Mackay	10 00		Mrs. Franklin D. Roosevelt		
Ethel	3 00	25 00		\$2.00 per doz.	15 00 125 00
Favorite	3 00	25 00	Mrs. H. E. Kidder	4 00	35 00
Firebird	3 00	25 00	Mrs. Jules Leeds	8 00	75 00
Friendly Rival	3 00	25 00	Mrs. Nellie Kleris	3 00	25 00
Garnet King	6 00	50 00	Mrs. Nellie T. Ross	3 00	25 00
Garza Supreme	3 00	25 00	Mrs. R. M. Calkins	3 00	25 00
Gladys Pearson	3 00	25 00	Mrs. William Buckingham	3 00	25 00
Gold Lode	3 00	25 00	Mrs. Woodrow Wilson	8 00	75 00
Golden Celebration	3 00	25 00	Muskoka	3 00	25 00
Golden Glory	3 00	25 00	Nerissa	8 00	75 00
Golden Majestic	8 00	75 00	New York	3 00	25 00
Hilda H. Bergen	3 00	25 00	Niagara	3 00	25 00
Hilda Canning	3 00	25 00	Norma	3 00	25 00
Honeydew	3 00	25 00	Ohio State	7 00	60 00
Ida Improved	3 00	25 00	Old Rose	3 00	25 00
Indianola	3 00	25 00	Pink Dot	3 00	25 00
Irene	3 00	25 00	Purple Caprice	3 00	25 00

INDEX AND PRICE-LIST OF CHRYSANTHEMUMS, continued

	100	1000		100	1000
Quaker Maid	\$3 00	\$25 00	Usona	\$3 00	\$25 00
Red Majestic	10 00		Uvalda	3 00	25 00
Rodell	3 00	25 00	Varsity	3 00	25 00
Rolinda	7 00	60 00	Vermont	8 00	75 00
Rosanda	3 00	25 00	White Chieftain	3 00	25 00
Rose Charm	3 00	25 00	White Distinction	4 00	35 00
Sea Gull	10 00		White Doty	3 00	25 00
Silver Sheen	3 00	25 00	Whittier	3 00	25 00
Silver Tips	3 00	25 00	W. H. Waite	6 00	50 00
Snow White	3 00	25 00	William Turner	5 00	40 00
Source d'Or	3 00	25 00	Woolf's Pink	3 00	25 00
Sun Glow	3 00	25 00	Yellow Caprice	3 00	25 00
Sun Gold	3 00	25 00	Yellow Chieftain	3 00	25 00
Susanne Miller	4 00	35 00	Yellow Dot (Jablonsky.)	6 00	50 00
Tekonsha	3 00	25 00	Yellow Doty	3 00	25 00
Thanksgiving Pink	3 00	25 00	Yellow Fellow	3 00	25 00
The Bristolite	3 50	25 00	Yellow Garza	3 00	25 00
The Melba	10 00		Yellow Monument	3 00	25 00
Thomas W. Pockett	8 00	75 00	Yellow Pockett	8 00	75 00
Timothy Eaton	3 00	25 00	Yellow Turner	5 00	40 00
Unalga	3 00	25 00			

TERMS OF SALE

All orders subject to 3 per cent cash discount if money accompanies order or if paid within 10 days from date of invoice. Otherwise all bills are net and due in 30 days; overdue accounts are subject to 6 per cent interest per annum.

Cash must accompany all orders under \$5.00.

Cash must accompany all orders from customers in foreign countries.

If C. O. D. shipment is requested, the order must be accompanied by at least one-third the amount to insure acceptance. No discount is allowed on C. O. D. shipments.

Charge Accounts. New customers who wish to open a charge account will please furnish us credit references and allow sufficient time for us to confirm same. If immediate shipment is desired, cash must accompany your order, and in the meantime we can look up your references for future shipments.

Special Notice. All shipments travel at the risk and cost of the purchaser. Should any damage occur, notify your express agent at once so you can enter claim.



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